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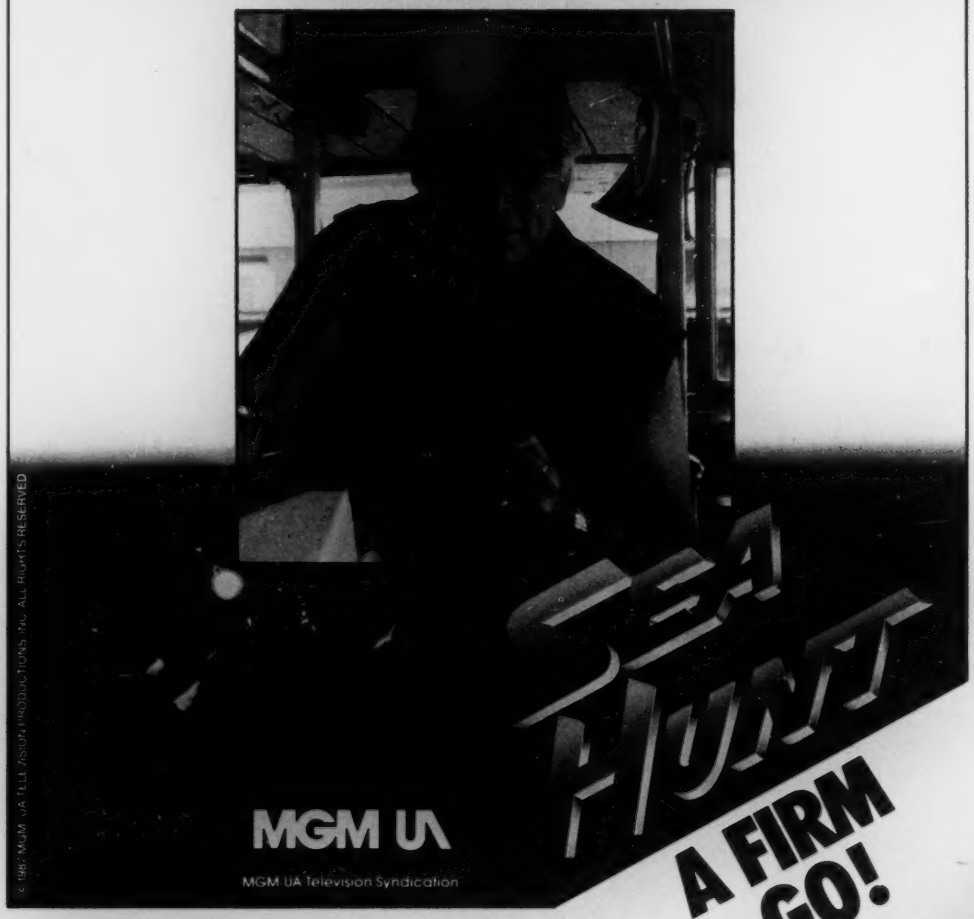
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 25

THE ONLY HALF-HOUR WITH MALE GENES.

22 all-new action/adventures



A FIRM GO!

THE NCTA CONVENTION
58th Year 1987

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Vol. 112 No. 21

Broadcasting May 25

Peace talks among cable-broadcast-Hollywood
Coverage from NCTA 87 and CBS affiliates
Justice taking second look at MSO-Turner deal

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Cable's top 50 MSO's

Company	Basic subs	Homes passed	Basic penetration	Pay units	Total homes
1. TCI (Dec. 31)	5,165,000	9,056,000	57.0	3,488,000	N/A
2. ATC	2,888,957	5,115,529	56.5	2,424,097	N/A
3. Continental	1,445,000	2,640,000	54.7	1,544,000	2,670,000
4. Storer	1,392,000	2,382,000	58.4	1,179,000	2,672,000
5. Cox	1,371,731	2,420,190	56.7	1,404,669	2,545,476
6. Warner	1,260,000	2,377,000	53.0	564,000	3,000,000
7. Comcast	1,242,744	2,231,999	55.8	1,015,400	2,500,000
8. United	1,084,431	1,913,483	56.8	826,714	N/A
9. Newhouse	1,026,602	1,618,315	63.4	986,793	1,639,445
10. Heritage	1,000,856	1,982,808	50.5	791,567	2,313,546
11. Viacom (Jan. 1)	968,000	1,696,000	57.1	701,000	N/A
12. Jones Intercable	899,313	1,431,237	62.8	674,926	1,646,364
13. Times Mirror	854,093	1,560,168	54.7	553,909	N/A
14. Sammons (April 14)	831,183	1,358,029	61.2	820,691	N/A
15. Cablevision Systems	697,930	1,304,888	53.5	600,105	N/A
16. Century (Dec. 31)	592,176	N/A	N/A	N/A	N/A
17. Paragon Cable	571,663	1,068,200	53.5	391,000	N/A
18. Rogers	529,002	1,188,053	44.5	561,790	N/A
19. Daniels	528,026	1,048,698	50.4	673,921	N/A
20. Telecable	510,030	820,904	62.1	546,508	N/A
21. Cablevision Industries	501,242	759,458	66.0	339,727	923,000
22. Centel	491,580	815,579	60.3	352,211	1,169,296
23. American Cablesystems	449,928	995,386	45.2	609,958	1,233,670
24. Cooke Cablevision	439,341	733,714	59.9	239,538	N/A
25. Adelphia	433,604	685,460	63.3	338,224	700,000
26. Falcon	410,000	720,000	56.9	280,000	N/A
27. Scripps-Howard	390,000	N/A	N/A	N/A	N/A
28. Post-Newsweek	371,718	558,166	66.6	240,884	567,505
29. Wometco	371,500	643,475	57.7	225,725	750,000
30. Prime Cable	325,000	740,000	43.9	410,000	800,000
31. TCA Cable	297,562	453,830	65.6	130,597	N/A
32. Multimedia	295,000	558,509	52.8	270,000	N/A
33. Telemedia	285,300	375,400	76.0	147,900	375,400
34. Colony	263,547	468,883	56.2	260,601	N/A
35. Maclean Hunter	248,737	474,019	52.5	307,829	475,300
36. Lenfest	240,761	509,187	47.3	243,234	621,832
37. Western (April 8)	238,215	320,252	74.4	123,249	N/A
38. Rifkin	235,000	356,500	65.9	136,000	N/A
39. Communications Services	211,520	300,725	70.3	104,930	N/A
40. Service Electric	210,000	300,000	70.0	75,000	N/A
41. TCI-Taft	187,875	274,231	68.5	122,141	N/A
42. TKR Cable	187,624	322,363	58.2	254,892	358,053
43. Cencom Cable	171,007	315,895	54.1	140,041	330,000
44. Hauser	168,000	422,323	39.8	198,385	610,000
45. Adams-Russell	166,200	262,500	63.3	141,000	304,500
46. Harte Hanks	153,119	324,503	47.2	127,853	371,347
47. Harron	151,902	199,296	76.2	128,769	N/A
48. Media General	147,164	244,308	60.2	214,758	272,000
49. First Carolina (April 15)	146,231	257,464	56.8	79,510	N/A
50. Greater Media	145,000	230,364	62.9	127,376	240,000

TCI figures include consolidated and equity affiliates but do not include its purchase of Heritage. ATC figures do not include Paragon Cable numbers. Figures are for March 31 unless otherwise noted.

Lorimar has new wrinkle for marketing 'It's a Living'

Costs to stations to be partially determined by strip's ratings

Fearing it would not get a fair price for *It's a Living*, the weekly first-run sitcom series that will become the first to go into strip syndication in the spring of 1988, Lorimar has devised a new marketing strategy ("Closed Circuit," May 18).

The plan, which Lorimar put into effect last week, would make the price dependent on the program's performance in its time period. Dick Robertson, a member of the office of the president, said Lorimar took the tack because it is an innovative way to reap higher profits from *It's a Living* in a market dominated by *The Cosby Show* and *Who's The Boss*, which are commanding huge license fees.

Lorimar will have 100 episodes of *It's a Living* available beginning in March of next year, and may possibly produce 50 more before the program closes out production in a few seasons, Robertson said. Stations will get six runs per episode over five years. According to Robertson, Lorimar will set a "minimum base price" for the initial 100 episodes, and may adjust the price per episode upward depending on its performance.

Initially, Lorimar will calculate a base share performance number by averaging the program shares from the four most recent Arbitron and Nielsen sweeps for the time period in which *It's a Living* will run. The minimum base price will rise if program shares increase after the program debuts. To determine the extent of the price boost, Lorimar will examine the next two consecutive sweep periods once *It's a Living* is on the air. It will take the two highest NSI or ARB share numbers from those two sweeps periods and average them together. If that number is above the base share number, the price per episode will be adjusted upward, with the exact increase depending upon the individual market. The higher per episode rate would be retroactive, with remaining monthly payments adjusted accordingly. There would be no downward adjustments, however.

The price for the first additional 25 episodes (above the 100 originally produced) will be 10% above the highest price paid for the initial 100 episodes. And the rate for the second additional 25 episodes will be 10% above the highest price paid for the first additional 25 epsiodes.

"What we're trying to achieve here is fair value," Robertson said. "Fair value for the stations and fair value for the producer and distributor. We think it's a very unique and clever way to sell a show because it's fair."

Lorimar may apply the strategy to some of its other first-run series, such as *She's the Sheriff* and *Mama's Family*. "We want to see how it flies first," Robertson said.

The distributor is aiming the *It's a Living* campaign at affiliates as well as independents, since only 27 of the original episodes have had network runs, according to Robertson. □

Sports pays for CBS. BROADCASTING's May 4 story on revenue and profit outlooks for the television broadcast groups at ABC, CBS and NBC stated that all three TV networks lost money on sports programing. While that is true for ABC and NBC, more than one knowledgeable source has since stated that CBS last year, and in prior years, has made money on its sports. While all three TV networks lost money on NFL telecasts, CBS does not carry baseball, which lost money for at least one of the other two networks, and it made money on much of its other sports programing including golf, NCAA basketball and NBA basketball. CBS Sports would have reported a profit, it is said, even after counting its share of the CBS/Broadcast Group overhead and not using the lower bookeeping expenses created by the NFL contract write-down.

NBC-TV wins in prime time and news

It was NBC's week (the one ended May 17) once again, when the network eked out a prime time win with a 14.6 rating and a 25.3 share. CBS, close behind, finished the week with a 14.3/25.0, while ABC posted a 10.6/18.3. Last year at this time, the finishing order was NBC 15.3/26, CBS 14.5/25 and ABC 13.0/22.

In the evening news race, NBC won with a 10.4/23. CBS had a 9.5/21, while ABC had a 9.0/19. A year ago, the news numbers ran: CBS 11.8/24, NBC 10.7/22 and ABC 9.9/20.

ABC was without an evening win for the week. NBC took Monday, usually an ABC staple, with a 16.5/27.2. CBS had a 14.1/23.3 for the same night. ABC's low 12.9/21 evening average came from the three-hour conclusion of *Queenie*, which ran from 8 to 11 p.m. NBC ran the two half-hours, *ALF* and *Valerie*, from 8 to 9 and followed with the conclusion to *Hands of a Stranger*. The two-hour movie ran from 9 to 11 and pulled a 17.4/28. CBS's 9-11 lineup of *Newhart* (14.1/23), *Designing Women* (14.7/23) and *Cagney & Lacey* (14.7/24) averaged a 14.6/23.5 for the two hours.

NBC took Tuesday with a 15.5/25.4, the smallest of rating margins over ABC's 15.4/25.0. The final episode of *Hill Street Blues* (10-11 p.m.) exited with an 18.1/31 and 15th place. CBS had an 11.5/19.4.

Wednesday went to CBS with a 14.5/25.4. NBC had a 12.2/21.2 and ABC an 11.1/19.1.

Thursday was back to NBC with a 20.8/34.5. CBS had a 13.7/22.9 and ABC an 8.1/13.6.

Friday was won by CBS's 17.2/31.0. NBC, which aired a two-hour repeat *Miami Vice* (10.3/18), only managed to pull a 9.4/16.9 for the night. ABC had an 8.9/16.2.

Saturday was another NBC win, this time with a 12.9/25.1 over ABC's 9.4/18.7 and CBS's 8.7/17.0. Sunday went to CBS with a 19.1/33.0 over NBC's 15.0/25.8 and ABC's 9.0/15.2.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	26.8/44
2.	Cosby Show	NBC	25.5/44
3.	Dallas	CBS	21.5/37
4.	Sunday Night Movie	NBC	20.5/33
5.	Murder, She Wrote	CBS	20.3/36
6.	Cheers	NBC	20.1/33
7.	Growing Pains	ABC	20.0/32
8.	Moonlighting	ABC	19.2/30
9.	60 Minutes	CBS	18.7/37
9.	Knots Landing	CBS	18.7/32
11.	Sunday Night Movie	CBS	18.6/30
11.	Falcon Crest	CBS	18.6/33
13.	Who's the Boss?	ABC	18.3/31
13.	Matlock	NBC	18.3/30
15.	Hill Street Blues	NBC	18.1/31
16.	Golden Girls	NBC	17.8/34
17.	Monday Night Movies	NBC	17.4/28
18.	Magnum, P.I.	CBS	15.8/26
19.	Equalizer	CBS	15.7/28
20.	Valerie	NBC	15.2/26
21.	Designing Women	CBS	14.7/23
21.	Cagney & Lacey	CBS	14.7/24
23.	Me & Mrs. C	NBC	14.5/27
24.	Tuesday Movie	CBS	14.4/24
25.	Kate & Allie	CBS	14.3/25
26.	Newhart	CBS	14.1/23
26.	ALF	NBC	14.1/25
28.	Head of the Class	ABC	13.8/24
29.	Monday Movie	ABC	12.9/21
30.	L.A. Law	NBC	12.7/21
31.	Hunter	NBC	12.6/24
32.	St. Elsewhere	NBC	12.4/22
33.	20/20	ABC	12.3/21
33.	Perfect Strangers	ABC	12.3/23
35.	Mr. Belvedere	ABC	12.2/23
35.	Happy Anniversary 007	ABC	12.2/20
35.	My Sister Sam	CBS	12.2/21
35.	Night Court	NBC	12.2/20
39.	Highway to Heaven	NBC	12.0/21
40.	Cathy	CBS	11.9/22
40.	Mike Hammer	CBS	11.9/22
40.	Simon & Simon	CBS	11.9/19
43.	Spenser: For Hire	ABC	11.3/22
44.	Blondie & Dagwood	CBS	11.0/22
45.	Rags to Riches	NBC	10.6/19
45.	Gimme a Break	NBC	10.6/17
47.	Scarecrow & Mrs. King	CBS	10.4/18
48.	Sweet Surrender	NBC	10.3/21
48.	Miami Vice	NBC	10.3/18
50.	Tortellis	NBC	9.8/15
51.	Webster	ABC	9.6/19
52.	Facts of Life	NBC	9.3/20
53.	Sunday Night Movie	ABC	9.1/16
54.	Disney Sunday Movie	ABC	8.8/16
55.	Saturday Movie	CBS	8.7/17
56.	Ohara	ABC	8.4/16
56.	Starman	ABC	8.4/18
58.	Our House	NBC	8.3/16
59.	Mariah	ABC	8.0/14
59.	Roomies	NBC	8.0/16
61.	Friday Night Movie	ABC	7.9/14
62.	Dumb Waiter	ABC	7.7/13
63.	Amazing Stories	NBC	7.2/13
64.	Our World	ABC	6.6/11
65.	West 57th	CBS	5.8/10
66.	Jack & Mike	ABC	5.4/9

This announcement appears as a matter of record only.
April 1987

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for the refinance of

Carlson Communications International, Inc. and subsidiaries

Attending the Carlson closing during the recent NAB convention were (l-r): Bob Maccini, Chapman Financial Services; Ken Mooney, State Street Bank and Trust Company; Alan Hague, Carlson Communications; Ralph Carlson, Carlson Communications; and Craig Russ, State Street Bank and Trust Company.

The undersigned arranged this financing & acted as financial advisors to Carlson Communications International, Inc.

CHAPMAN ASSOCIATES
Financial Services Division

World Trade Center Boston, Suite 400, Boston, MA 02210
(617) 439-5312

Waggoner and Grey Teekell, who have no other broadcast interests. Buyer is Austin, Tex.-based group of three TV's owned by Billy Goldberg and Lester Kamin. Filed May 1.

■ WZTH(TV) Meridian, Miss. (ch. 24; ERP vis. 724, aur. 72.4 kw; HAAT: 610 ft.)—Seeks assignment of license from Mary Ellen Moore to Honor A. LeBrun and Deter L. Diaz for $150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 1.

■ WCSF-FM Clifton Park, N.Y. (96.7 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Fitch Communications to W.V. Broadcasting Inc. for $900,000. Seller is owned by Charles E. Fitch, who has no other broadcast interests. Buyer is owned by James D. Walsh and Glenn Von Calio, who also have interest in WWWD(AM) Schenectady, N.Y. Filed May 5.

■ WJFX-AM-FM Aiken, S.C. (AM: 1300 khz; 5 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 314 ft.)—Seeks assignment of license from Amici Broadcasting Co. to The Guardian Corp. for $1.5 million. Seller is owned by Christine Harvel and Richard Bellaire. It has no other broadcast interests. Buyer is headed by Bob Manny. It also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. Filed May 5.

Actions

■ KJBA(FM) Bethel, Alaska (100.1 mhz; 3 kw; HAAT: 76 ft.)—Granted app. for assignment of license from Life Broadcasting Inc. to Arctic Broadcasting Association for $10,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Charles F. Sebastian. It also owns KICY-AM-FM Nome, KCFA(AM) Eagle River and KGOD(AM) Wasilla, all Alaska. Action May 8.

■ WRUM(AM)-WWMR(FM) Rumford, Me. (AM: 790 khz; 1 kw-D; FM: 96.3 mhz; 30 kw; HAAT: 36 ft.)—Granted app. for assignment of license from Western Maine Radio Inc. to Carter Broadcasting Corp. for $587,000. Seller is owned by Arthur N. Field, who has no other broadcast interests. Buyer is Boston-based group of four AM's owned by Kenneth Carberry. Action May 7.

■ WOAP-AM-FM Owosso, Mich. (AM: 1080 khz with 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 255 ft.)—Granted app. for assignment of license from Owosso Broadcasting Co. to Michigan Radio Group Ltd. Partnership for $750,000. Seller is principally owned by George T. Campbell and family. It publishes Argus Press in Owosso and has no other broadcast interests. Buyer is owned by Russell Balch, formerly attorney with Washington communications law firm of Fly, Shuebruk, Gaugine, Boros & Braun, now practicing in Ann Arbor, Mich. Action May 6.

■ WREY(AM)-WMVB(FM) Millville, N.J. (AM: 1440

Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.